



KNXV

ORDER

Print Date 10/25/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision **304405 /** **Kirkpatrick for Congress 2012**

Original Date / Revision 07/11/12 10/25/12 Agency Com 15%

Billing Contact

Advertiser **Kirkpatrick / Democrat / Con**
1580 Lincoln Street
Suite 510
Denver, CO 80203

Agency **Media Strategies and Resea**

Buying Contact Sales Office KNXVL

1580 Lincoln Street
Suite 510
Denver, CO 80203

Sales Region LOC

Agency Ref

Primary Account Executive
 KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Sep 00:13:00

Estimate # **11368**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes DO

Priority P-6

Advertiser Ref

Order Share 15% Market Value 311000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	%	0
KPNX	%	0
KPPX	%	0
KSAZ	%	0
KTVK	%	0
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	85%	264350

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	51	\$31,067.50	\$36,550.00	0.00
November 2012	12	\$8,585.00	\$10,100.00	0.00
Totals	63	\$39,652.50	\$46,650.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	51	\$31,067.50	\$36,550.00
10/29/12	10/29/12	12	\$8,585.00	\$10,100.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/23/12	10/29/12	M-F 6-7am M-F 6-7am	CM	6am-7am	11111--	:30	5	\$250.00	P-3	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111--			4		\$250.00		0.00			
		Week: 10/29/12	11/04/12	1-----			1		\$250.00		0.00			
N 2	KNXV	10/23/12	10/29/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$250.00	P-3	0.00 NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 2222--			8		\$250.00		0.00			



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Contract / Revision **304405** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/25/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 2** Estimate # **11368**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	KNXV	10/23/12	10/29/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$250.00	P-3	0.00 NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	2-----	2		\$250.00		0.00					
N 3	KNXV	10/23/12	10/28/12	M-F 10am-11am The View	CM	10am-11am	-1-1---	:30	2	\$300.00	P-6	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-1-1---	2		\$300.00		0.00					
N 4	KNXV	10/23/12	10/29/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	1-1-1--	:30	3	\$200.00	P-6	0.00 NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--1-1--	2		\$200.00		0.00					
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1		KNXV	10/22/12-10/28/12	M-F 2pm-3pm	2pm-3pm		--W-F----	:30	(\$200.00)	0.00	NM			
		See MG 4.4 [oversold]												
2		KNXV	10/22/12-10/28/12	M-F 2pm-3pm	2pm-3pm		--W-F----	:30	(\$200.00)	0.00	NM			
		Credited												
4		KNXV	10/26/12-10/26/12	M-F 2pm-3pm	2pm-3pm		-----F----	:30	\$450.00	0.00	NM			
		Ⓜ MG for 4.1 10/24												
Week:		10/29/12	11/04/12	1-----	1		\$200.00		0.00					
N 5	KNXV	10/23/12	10/29/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00 NM	5	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-1111--	4		\$225.00		0.00					
Week:		10/29/12	11/04/12	1-----	1		\$225.00		0.00					
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5		KNXV	10/29/12-11/04/12	M-F 430pm-5pm	430pm-5pm		M-----	:30	\$300.00	0.00	NM			
N 6	KNXV	10/23/12	10/29/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-1111--	4		\$450.00		0.00					
Week:		10/29/12	11/04/12	1-----	1		\$450.00		0.00					
N 7	KNXV	10/23/12	10/29/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$550.00	P-3	0.00 NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-1111--	4		\$550.00		0.00					
Week:		10/29/12	11/04/12	1-----	1		\$550.00		0.00					
N 8	KNXV	10/23/12	10/29/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$550.00	P-3	0.00 NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-1111--	4		\$550.00		0.00					
Week:		10/29/12	11/04/12	1-----	1		\$550.00		0.00					
N 9	KNXV	10/27/12	10/27/12	Sa 4pm/5pm News Sa 4pmNews	CM	4p-5p (4:00 PM-5:00 PM)	-----1-	:30	1	\$200.00	P-6	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1-	1		\$200.00		0.00					
N 10	KNXV	10/28/12	10/28/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----1	:30	1	\$200.00	P-6	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1	1		\$200.00		0.00					
N 11	KNXV	10/23/12	10/29/12		CM	630pm-7pm		:30	5	\$500.00	P-6	0.00 NM	3	\$2,500.00



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Contract / Revision **304405** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/25/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 2** Estimate # **11368**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 630pm-7pm	11111--											
				M-F 630pm-7pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-1111--	4		\$500.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KNXV	10/22/12-10/28/12		M-F 630pm-7pm	630pm-7pm		-TWThF----	:30		(\$500.00)		0.00	NM			
See MG 11.6,11.7																
[na for FX and P2 political MJ 10/18]																
2	KNXV	10/22/12-10/28/12		M-F 630pm-7pm	630pm-7pm		-TWThF----	:30		(\$500.00)		0.00	NM			
See MG 11.6,11.7																
[na for FX and P2 political MJ 10/18]																
3	KNXV	10/22/12-10/28/12		M-F 630pm-7pm	630pm-7pm		-TWThF----	:30		(\$500.00)		0.00	NM			
See MG 11.6,11.7																
[na for FX political MJ 10/19]																
4	KNXV	10/22/12-10/28/12		M-F 630pm-7pm	630pm-7pm		-TWThF----	:30		(\$500.00)		0.00	NM			
See MG 11.6,11.7																
[na for FX and P2 political MJ 10/18]																
6	KNXV	10/23/12-10/26/12		ABC World News M-F	5:30pm-6:30pm		-TWThF----	:30		\$1,000.00		0.00	NM			
[relogged in 528p avail MJ 10/24]																
7	KNXV	10/23/12-10/26/12		ABC World News M-F	5:30pm-6:30pm		--WThF----	:30		\$1,000.00		0.00	NM			
[relogging into 528p break MJ 10/24]																
Week:		10/29/12	11/04/12	1-----	1		\$500.00		0.00							
N12	KNXV	10/29/12	10/29/12	Monday 7-9pm	CM	7pm-9pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00	
				Dancing with the stars												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	M-----	1		\$5,500.00		0.00							
N13	KNXV	10/23/12	10/23/12	Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$2,500.00	P-6	0.00	NM	1	\$2,500.00	
				Private Prattice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-T-----	1		\$2,500.00		0.00							
N14	KNXV	10/24/12	10/24/12	Wednesday Prime A	CM	7pm-8pm	--1----	:30	1	\$1,800.00	P-6	0.00	NM	1	\$1,800.00	
				Middle/Sub												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--1----	1		\$1,800.00		0.00							
N15	KNXV	10/25/12	10/25/12	Thursday Prime A	CM	7pm-8pm	---1---	:30	1	\$1,900.00	P-6	0.00	NM	1	\$1,900.00	
				Last Resort												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	---1---	1		\$1,900.00		0.00							
N16	KNXV	10/26/12	10/26/12	Friday Prime B	CM	8pm-9pm	----1--	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00	
				Primetime												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	----1--	1		\$2,000.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KNXV	10/22/12-10/28/12		Friday Prime B	8pm-9pm		-----F----	:30		(\$2,000.00)		0.00	NM			
See MG 16.2																
[Prgm Chg> All Access Nashville is scheduled from 8-9pm on 10/26/12. jtaylor 10/9/12]																
2	KNXV	10/22/12-10/28/12		Friday Prime B	8pm-9pm		-----F----	:30		\$2,000.00		0.00	NM			
Ⓜ MG for 16.1 10/26																
N17	KNXV	10/28/12	10/28/12	Sunday Prime B	CM	7pm-8pm	-----1	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00	
				Once Upon a time												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----1	1		\$4,500.00		0.00							



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Contract / Revision **304405** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

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Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 2** Estimate # **11368**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	KNXV	10/28/12	10/28/12	Sunday Prime B Once Upon a time	CM	7pm-8pm	-----1	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$4,500.00		0.00			
N18	KNXV	10/28/12	10/28/12	Sunday Prime C Revenge	CM	8pm-9pm	-----1	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$4,000.00		0.00			
N19	KNXV	10/23/12	10/29/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--					4	\$850.00		0.00			
Week:		10/29/12	11/04/12	1-----					1	\$850.00		0.00			
N20	KNXV	10/27/12	10/27/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----1-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-					1	\$250.00		0.00			
N21	KNXV	10/28/12	10/28/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----1	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$850.00		0.00			
N22	KNXV	10/23/12	10/29/12	Nightline Nightline	CM	1035pm-11pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--					4	\$450.00		0.00			
Week:		10/29/12	11/04/12	1-----					1	\$450.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 63 \$46,650.00